

Introduction to the Branson Sports Market

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National Sports Market

- \$6.4 Billion Amateur Sports Market
- 39,000 Amateur sporting events per year
- 96% of Sports Rights Holders use CVB's or Sports Commissions
- Slight growth in overall market of over 1%

Numbers are based on 2010 SportsEvents Magazine Annual Market Report

Branson Sports Market

- Since 2008 Meeting, Sports, and Convention Sales Manager Justin Stine has been the representative from the BLACVB to help bring Amateur Sporting Events to the Branson/Lakes Area.
- Sports Budget
 - 2008 - \$20,375
 - 2009 - \$31,000
 - 2010 - \$49,750

Request for Proposal (RFP)

- An RFP is a request from a group or organization for rates/amenities/availability, etc. from area properties when they are interested in bringing their event to Branson.
- RFP's since 2008
 - 2008 -- 0
 - 2009 -- 18 (8 groups booked)
 - 2010 -- 16 (7 groups booked as of June 1, 2010)

2009 Booked Events

2009 List of Events	Number of Participants	Number of Spectators
FLW Wal-Mart Tour	400	10,000
USSSA Taekwondo Championship	300	300
Worldwide Spirit Association (Cheer)	750	750
Stage One Cheerleading	100	900
Starpower Dance Competition	250	550
Talent on Parade Dance	300	900
Total	2,100	13,400

2010 Booked Events

2010 List of Events	Number of Participants	Number of Spectators
FLW Wal-Mart Tour	400 participants	10,000
USSSA Taekwondo Championship	300 participants	300
Worldwide Spirit Association (Cheer)	750 participants	750
Stage One Cheerleading	100 participants	900
Starpower Dance Competition	250 participants	550
Talent on Parade Dance	300 participants	900
Golf Channel Regional Event	115 participants	200
MO Golf Association Match Play	100 participants	300
MO Golf Assoc. 4 Ball Match Play	100 participants	300
S.P.O.R.T.S. Institute Conference	125 attendees	N/A
Ironman 70.3	1,500 participants (est.)	2,500
Total	4,040 participants	16,700

Tradeshows

Attend four National Sports Tradeshows

- National Association of Sports Commissions (NASC)
- Travel Events And Management Sports (TEAMS)
- Amateur Athletic Union (AAU) Convention
- United States Specialty Sports Association (USSSA)

Tradeshow Booth

- 2009 -- Branson/Lakes Area CVB designed an 8x8 booth for sports tradeshows.



Other Tradeshow Collateral



Print Advertising

- 2008 -- 1 ad Schneider Publishing
- 2009 -- 4 ads Schneider Publishing, SportsEvents Magazine
- 2010 -- 8 ads Schneider Publishing, SportsEvents Magazine and others
- 2009 -- Awarded *Readers' Choice Award* and Voted among *Top 50 Places to Watch in the Sports Industry* by readers of SportsEvents Magazine

Website

- www.explorebransonsports.com

Branson Parks & Recreation

- Growth of Local Leagues

Name of Program	# Teams	Branson Teams	Participants
Youth Baseball/Softball			
2008	90	50	1,350
2009	98	49	1,470
2010	130	53	1,950
Youth Basketball			
2008	52	45	520
2009	54	45	540
2010	64	46	640
Youth Volleyball			
2008	22	22	220
2009	58	58	580

Regional/National Tournaments at the RecPlex

Since 2007 the Branson Parks & Recreation has seen an increase in the number of events and attendance in amateur baseball, softball, volleyball and basketball tournaments.

	Number of Tournaments/Events	Total Person Days
2007	28	85,088
2008	28	94,948
2009	33	103,656
2010	36 (est.)	121,950

Economic Impact-Branson RecPlex

- An Economic Impact estimate helps to give destinations an idea of how much revenue a particular event could generate. Our estimates are based upon the following formula:
- $\text{Total Attendance} \times \text{Average stay} \times \text{Spending per day} = \text{Economic Impact}$
- Spending per day is \$53.98 based on J.Henry & Assoc. 2009 Branson Visitor Profile
- Example -- USSSA Girls World Series: $2,625 \text{ people} \times 7 \text{ days} \times \$53.98 = \text{\$991,882 Economic Impact}$

Branson Parks & Rec Economic Impact

	Attendees	Avg Length of Stay	SPPPD	Economic Impact
2007	19,365	4.3 days	\$53.98	\$4,517, 748
2008	20,023	4.7 days	\$53.98	\$5,125,292
2009	21,475	4.8 days	\$53.98	\$5,595,350
*2010	24,665	4.9 days	\$53.98	*\$6,582, 861

*2010 numbers are estimates

SPPPD - Spending Per Person Per Day

\$53.98 is based on J. Henry & Associates 2009 Branson Visitor Profile

2009 BLACVB Economic Impact

2009 List of Event	Number of Participants	Number of Spectators	Economic Impact
FLW Wal-Mart Tour	400 participants	10,000	\$2,500,000
USSSA Taekwondo Championship	300 participants	300	\$100,000
Worldwide Spirit Association (Cheer)	750 participants	750	\$250,000
Stage One Cheerleading	100 participants	900	\$162,000
Starpower Dance Competition	250 participants	550	\$215,920
Talent on Parade Dance	300 participants	900	\$323,880
Total	2,100 participants	13,400	\$3,551,800

2010 BLACVB Economic Impact

2010 List of Event	Number of Teams/Participants	Number of Spectators	Economic Impact
FLW Wal-Mart Tour	400	10,000	\$2,500,000
USSSA Taekwondo Championship	300 participants	300	\$100,000
Worldwide Spirit Association (Cheer)	750 participants	750	\$250,000
Stage One Cheerleading	100 participants	900	\$162,000
Starpower Dance Competition	250 participants	550	\$215,920
Talent on Parade Dance	300 participants	900	\$323,880
Golf Channel Regional Event	115 participants	200	\$50,000
MO Golf Association Match Play	100 participants	300	\$107,960
MO Golf Assoc. 4 Ball Match Play	100 participants	300	\$107,960
S.P.O.R.T.S. Institute Conference	125 attendees	N/A	\$100,000
Ironman 70.3	1,500 participants	2,500	\$2,000,000
Total	4,040 participants	16,700	\$5,867,770

Existing Facilities

- **Branson**

Basketball courts -- 13 (includes 3 courts from C of O)

Volleyball courts -- 16 (includes 3 courts from C of O)

Baseball/softball fields -- 8 (includes Branson H.S.)

- **Springfield**

Basketball courts -- 27 (does not include H.S. or Univ.)

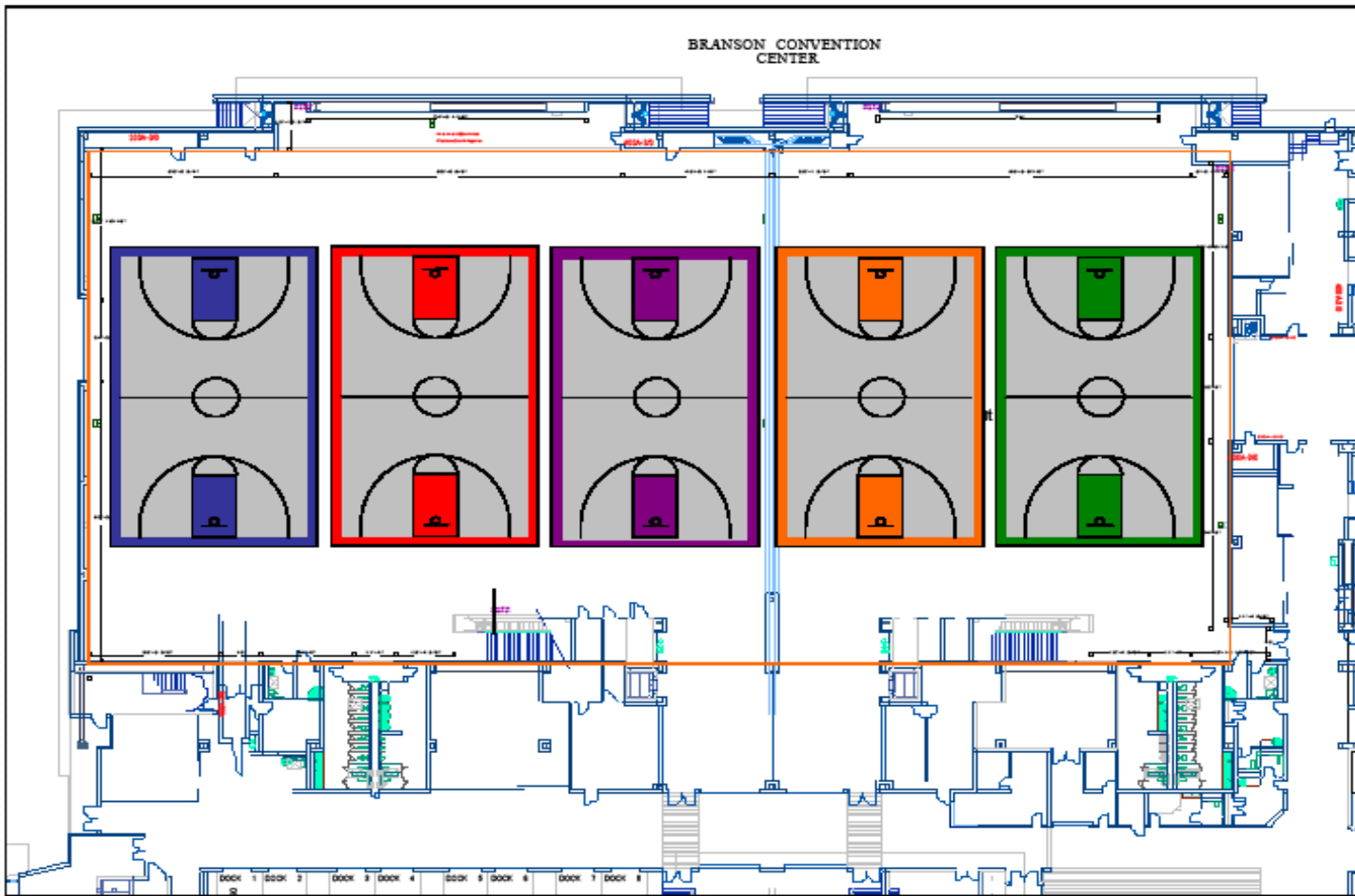
Volleyball courts -- 30 (does not include H.S. or Univ.)

Baseball/softball fields -- 30 (does not include H.S. or Univ.)

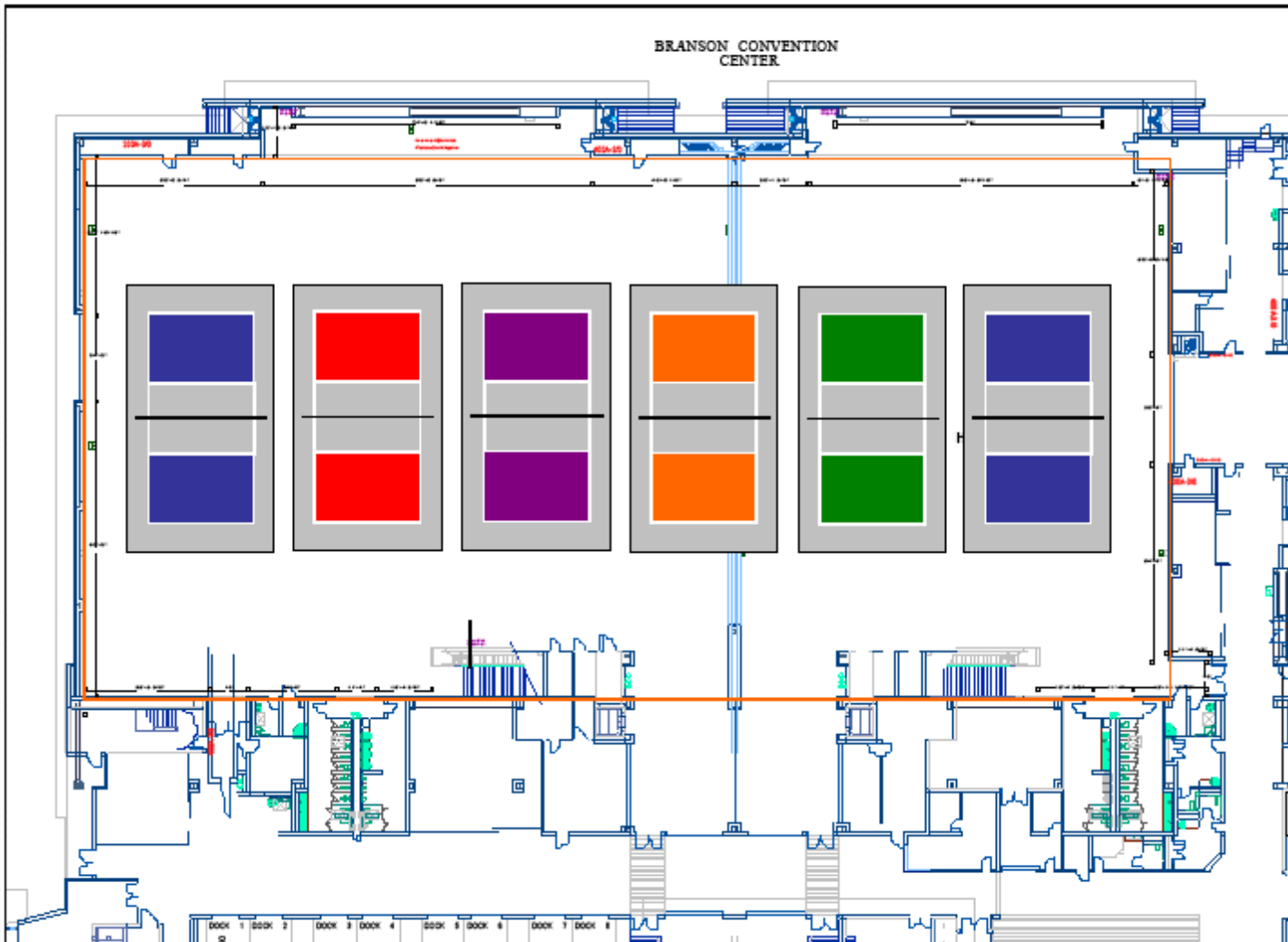
Additional Opportunities

- Land next to the RecPlex
- 2 additional basketball courts at the RecPlex
- Multi-purpose portable sport courts for the Branson Convention Center

Basketball Courts at Branson Convention Center



Volleyball Courts at Branson Convention Center



Events lost due to lack of facilities

- 6 basketball/volleyball tournaments that ranged from 24 to 90 teams
- 5 baseball/softball tournaments that ranged from 50 to 110 teams
- **Total estimated economic loss: \$9,951,752**

Why is it important to consider additional facilities?

- Demand by sports rights holders/tournament directors is at an all-time high
- Other destinations/markets are entering the sports market
- Other destinations are adding/upgrading their facilities

Primary Factors Considered by Sports Rights Holders

- Security and safety of location
- Quality/availability of venues
- Availability of area attractions
- Price of hotel rooms -- 76% look at hotel rates between \$76-\$100
- Ease of access by car and air transportation

Why Branson?

- Ideal location and amenities
- Community benefit
- Families – A key target market for Branson
- Lifetime relationship with participants



Thank you.